

# FROM THE I.B.S.

NEWSLETTER #50/51-1

I.B.S. has a national advertising representative! For the first time since 1947 the stations in the System have an organization in New York and other cities which will actively attempt to obtain national advertising. The company which now represents IBS is:

Thomas F. Clark Co., Inc.  
205-217 East 42nd St.  
New York 17, N.Y.  
Phone: MURray Hill 4-6317

In addition to the above, this company maintains offices in Chicago and Detroit, and through connections on the West Coast can operate in that area as well. The company was founded in 1922 by Thomas F. Clark, Sr. and until 1946 represented publishers as Mr. Clark Sr. was a former newspaper editor and publicist.

The founder's son, who is now President of the company, has had experience in radio sales on the sales staff of the American Broadcasting Company for slightly over five years, and following that served about two years as Western Advertising Manager of POPULAR SCIENCE MONTHLY. He rejoined his father's company in the Spring of 1950, anxious to build up the radio end of the business, which today includes representing approximately 20 stations. As Mr. Clark Sr. recently passed away, Mr. Thomas F. Clark, Jr. is in complete charge of the business today.

Contact with this company was first made by Sales Manager Richard Eymann, who, just before Christmas, wrote nearly thirty representatives asking if they would be interested in IBS. During Christmas recess Eymann and Don John of Harvard Business School interviewed the interested prospects, and narrowed the list to a group of about four companies. Since Christmas the Operations Manager has been able to be in New York for further interviews, and assisted in making the final selection and necessary arrangements. There were, of course, a number of long distance telephone calls with Eymann and George Abraham, IBS Chairman, during the final stages of the negotiation.

Mr. Clark is going to work on selling IBS at once, and it is necessary that we set out IBS house in order at once, also. He will not deal with each station individually, but will deal through the Operations Department, who, in turn will deal with each station. The first step is to bring our rate card up to date, and also to find out your program schedule for the remainder of the year, obtain from you a blanket network option on your time so that we can move quickly when a good opportunity presents itself, etc. To start the ball rolling, please return at once in the enclosed, self-addressed and stamped envelope, the enclosed questionnaire form I 227A. If you don't do this, we can't include you on our rate card, and you will be left out of the advertising campaign.

You no doubt will have questions, so fire them at me right away and I'll try to answer them.

550 Madison Ave.  
New York 22, N.Y.

David W. Borat

David W. Borat  
Operations Manager

Jan. 27, 1951

## CONFIDENTIAL - FOR STATION EXECUTIVES



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206 Sandgate Ave., N.Y.

*David W. Borst*  
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Operations Manager

Jan. 27, 1951

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